



Crafting and Executing Strategy

Johan Hough

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"Crafting and Executing Strategy: South African Edition" is an adaptation of the worldwide market-leading text by Thompson, Strickland and Gamble. The aim of the book is to effectively and interestingly cover what every senior-level or MBA student in South Africa needs to know about crafting, executing and aligning business strategies. "Crafting and Executing Strategy" contains a wealth of South African examples and illustration capsules as well as five South African cases to accompany five international cases. The selection includes cases on black economic empowerment, banking, wine, clothing, luxury goods, motor cycle and retail industries. The flexible combination of text, readings and cases allows instructors to teach concepts and analytical tools while also providing a taste of the stimulating literature in strategic management. If required, instructors have the option of packaging access to two different McGraw-Hill Online Simulation Games with the book - either the Business Strategy Game or GLO-BUS.

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Pearlie Wong:

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